

Monthly Circulation 50,000

The gimlet is a small instrument with a point

February, 1912

Damages IN Cents per annum. The need the money. There may be more numbers. That all depends. This is real second class stuff that pays first class postage. No post offices entered.

Motto for a Front Door

Knock when you Come In— But Don't Knock when you Go Out.

M. K.



"DIAMOND EDGE IS A QUALITY PLEDGE"

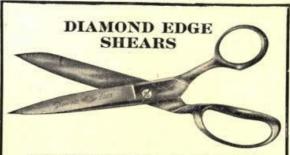


No. SV22—(Factory No. 70) Weight 41 pounds, 20-inch round barrel. shoots 22 short, 22 long and 22 long rifle cartridges. Each, \$11.50. Usual trade discount.

Can also be furnished to shoot 22 short cartridges only.

HE TOOK MY ADVICE.

Here's an ad of a Stevens rifle without the same old girl. The young man in this picture is handling the rifle, and not the girl. I wonder if he will get furt. Doesn't he look lonesome? "Usual trade discount." I wonder if yook know that the same discount applies to all Gimite prices. This discount is condential. We only give it to our competitors because so many "mere consumers" aread The Ginder. If you are a dealer and want to know the secret of our "usual discount," write me and I will give it to you in confidence.



It goes without saying that the quality of DIAMOND EDGE shears is right because every tool bearing this trade mark is the best that can be made.

We not only make them right in quality, but we pack and label them so they appeal to your customers and look well either on the shelf or in the show case.

Each shear is packed in oiled paper and placed in an attractive envelope, then boxed in a beautifully labeled individual box—six individual boxes in a carton.

The individual box makes it convenient for the dealer and creates a permanant advertisement for DPAMOND EDGE shears among his customers.

No. 1 Full Nickel Plated

Inches 6 6½ 7 7½ 8 8½ 9 10 Per doz. .\$10.00 \$11.00 \$12.00 \$12.50 \$13.00 \$14.00 \$16.00 \$20.00

Usual Trade Discount

IT GOES WITHOUT SAYING.

Now doesn't that expression, when used in business, make you weary? Our advertising man must be a mut. The idea of an advertising man saying that anything goes without saying. If t does, then what's the use of advertising? Why should our ad writer have a job? Just let me whisper into thy shell-like car, my dear Alice, that nothing goes without saying—not in these days—nothing, perhaps, except your loose change. No, Alice, this remark is not personal; it is simply retrospective—I have just returned from New York.

Quality Counts

We would like to impress upon your mind the importance of "Quality" Fishing Tackle. Nothing short of the best qualities will satisfy the real sportsman.

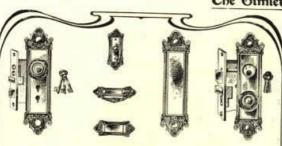
Many dealers in tackle owe their success to the ULTRA line. Not only will you find quality in all the ULTRA line, but you will find the new improvements; the latest developement; the finish and style. Give the sportsman these qualities and he does

not ask the price.



WHEN IT COSTS \$200.00

In real coin of the realm to take a fishing trip, the price of a line is really a very small matter. Once upon a time I used to fish in Colorado. H. M. Bostwick, of Denver, used to sell me leaders that were so valuable he kept them in his burgiar-proof safe. He charged me \$1.00 each, but it was worth the price to see him work the combination. How's that for a selling stunt? Dear old H. M.! He's one of the best ever. He rail a fishing club his store. He knew where fishing was good. The way he got even-for light, heat, information and club dues was by selling these dollar leaders out of his safe. Here's to you, old man! I wish I could sit in one of your arm chairs and chat with you this morning. M. K.



We Will Help You Sell Builders' Hardware.

To assist you land builders' hardware contracts, we offer the services of our Builder's Hardware Expert.

If you want his help, send us the plans and specifications and he will get busy.

He has helped land many jobs and can help you.

DID YOU EVER SELL A COMMITTEE

Builders' hardware? I did, and before I got through I wished that I were planted in the little graveyard next to the church that needed the hardware. It's sometimes easy to handle one man, but when you have to apply the salve to a church committee of say, six, then you need a nervous system guaranteed by Dr. Weir Mitchell of Philadelphia. Of course the builders' hardware business is all right—I ain't saying a word against it. It's a nice, easy, profitable line for everybody. It's such a simple and easy-to-learn line. The manufacturers always ship promptly. No parts are ever short, I am going to walk into the main office and take a look at our builders' hardware expert. I suggest we run him as another candidate for president of the United States.



This is an Ice Diamond Refrigerator



TAKE A LOOK AT THE INSIDE PROVISION CHAMBERS

White as snow, hard as china, with no cracks or crevises. They are perfectly sanitary—then, the air circulation is perfect, the lining is of the proper construction to hold the air at the lowest temperature, the woodwork is unsurpassed.

The Ice Diamond satisfies your customers and builds a reputation for your store. Made in many sizes.

WRITE FOR REFRIGERATOR CATALOGUE

IN EUROPE

They don't use refrigerators. They (the people) can't accumulate enough mazuma to buy enough supplies all at one time to put in a refrigerator. So they live from meal to meal, on vegetables, and sing "God Save the King." Over here we eat meat, keep it on ice, and at about fifty we all have uric acid, neuritis, rheumatism and sclerosis of the arteries. Meat eating stimulates blood pressure and some day the rubber blood hose in the brain bursts; that's called apoplexy. Take my advice: At fifty cut down the meat dict. M. K.



THE EXPANSION SHIELD



- WITH LAG SCREW

The general use of cement, stone, brick, tiling, marble, slate, etc., has created a market for STAR EXPANSION BOLTS and SCREWS.

The mechanic understands their uses, but the great consuming public do not. When they awake to the utility of Expansion Bolts and Screws the demand will grow by leaps and bounds.

The Star Family of Expansion Bolts include the regular Lag Screw Styles and the following specials:

Hanger Bolt

Hook Bolt

Eve Bolt

Spanish Bolt

Prison Bolt Ring Bolt Round Slotted Screw Flat Counter Sunk Screw

These require but a small investment and yield elegant profits.

The Sebco Screw Anchor Shields are illustrated below.





DIAMOND EDGE \$1.º SAFETY RAZOR



Diamond Edge Safety Razors have not only splendid shaving qualities, but are packed in attractive boxes and beautifully labeled.

The 18% German silver frame and blade holder will not rust. Blades are made from the finest Swedish steel, are hollow ground on one side and sharpened ready for use. Equipped with stropping device so user can sharpen his own blades.

No. DE 100.

JUST TAKE A NOTE

How our ad man slings adjectives. In the first sentence we will pick out at random, "splendid," "attractive," "heautiful." He must think be is at random, "splendid," "attractive," "heautiful." He must think be is created by the splendid of the splendid sp



Blue Diamond Enameled Ware

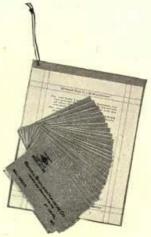
The Old Reliable Blue Diamond Ware is the one line that has maintained its supremacy year after year notwithstanding the inroads that have been made on the trade by blended wares.

The dainty blue mottling, pure whiteness of its lining and proven quality command sales in any company.

MOST OF US

Are creatures of habit. We buy a thing and keep on buying it from habit. We think certain thoughts from habit. We like our particular friends from habit. But these are times when some of our habits are being shaken up spiritually, politically, financially and physically. I guess the happiest life is one of regular habits, but it's hardly the most interesting or exciting. Oh, yes—I am writing about Blue Diamond enameled ware. This line has become a habit with hundreds of merchants and thousands of consumers.





On Your Mail Orders

CALL FOR

1 Diamond Edge Want Book 1 Mail Order Outfit

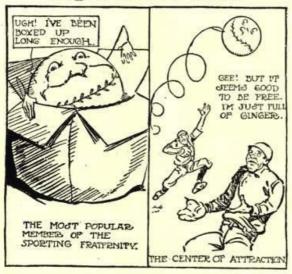
No Charge

1 Norvell-Shapleigh Pencil. These we have prepared to assist you in sending mail orders. We will be pleased to pack the complete outfit with your first order upon request.

A WANT BOOK

Is just as necessary as a bank book. A well-managed want book helps the appearance of the figures in your bank book. Heigh-ho, heigh-ho, it's queer when the unpopular salesman calls how all the clerks lose their want books, and when Charile, of the bright smile distributes cigars how the want books are all found. Say, boss, did you ever notice this? It surely pays for the traveling salesman to "stand in" with the boys behind the counter. Sometimes I have those the salesman to "stand in" with the boys behind the counter. times I have thought that their favor was more important than that of the boss. Boys, here's to you! You have helped me out many a time. I thought of you when I was sipping champagne in the Bols de Boulogne, in Paris.

Signs of the Time



Stock up with Diamond Brand Base Ball Goods—

The best made, finest looking and easiest selling line on the market. New Catalogue ready.

THE TIME WILL SOON BE HERE

When the office boy will ask to get off in the middle of the week to attend his grandmother's funeral. It certainly will be fine to get out in the open air once more, For one, I am tired of breathing super-heated atmosphere and of reading it in the newspapers. Like the office boy, I too am longing for the day when I can attend my grandmother's funeral and sit on the bleachers and watch them twirl the spit ball.

M. K.

GOOD MORNING ALARM CLOCKS



THE Good Morning is a great little alarm clock that rings on time, runs on time and stays on time. It is compact, neat, easy to set and easy to wind. Has clear open dial with plain figures; equipped with stop attachment. Fully guaranteed.

Usual Trade Discount

A GOOD DAY'S WORK

Starts the night before with a good night's sleep. An early start on the job is half the battle. Here's a secret: Most men never accomplish anything because they never start anything. Get yourself mixed up in a good start and you will win out just because you must. Look at the big men in your community. Didn't they all start something while the little men were explaining why it couldn't be done?

M. K.



Rome Coffee Percolators

Made by Rome Quality Methods throughout— Stock, Construction and Finish the very best.

DETAILED DESCRIPTION

- Retainer Ring.—Made of Aluminum which fits tightly into the top of the pot and holds the pump firmly in place.
- 2. The Coffee Receptacle is strongly held by braces inside and outside,
- Pumping valve sets on bottom of pot. Bottom is corrugated to give more heating surface.
 Aroma Trap.—A tube closed at the top conducts the liquid to the
- spout. This feature effectually prevents the aroma from escaping.
 5. End of spout is wired to prevent jamming.
- The heavy base hinge is neatly and firmly soldered to the pot.
 "Rome" patent handle fastening. It is entirely of metal and is
 - the best handle fastener yet devised.

 Nos. 1223 1224 1225

Pints 114 3 4
Per Dozen \$28.00 \$32.00 \$36.00
Usual Trade Discount

ROMULUS AND REMUS

Founded Rome. Rome became the mistress of the world. With conquest came wealth, and with wealth came luxury. But even in the days when the Roman epicures dined on peacock brains, oysters brought from Britain, and fish carried in ice from the Arctic Ocean, they did not know the exquisite joy of finishing a meal with coffee made in a Rome Coffee Percolator and topped off with one of my favorite brand of cigars, the "Burning Shame."

M. K.



Persian Design

This is the new Persian design stove board. Has the exquisite coloring of a Persian rug and is the most beautiful stove board ever put on the market.

Made in paper and wood lined; square and oblong.

Our salesmen have colored illustrations of this new board. Ask to see them on his next trip.

"DIMOND EDGE" HAMMERS

MANUFACTURE—All hammers bearing the "Diamond Edge" Brand are drop forged from bar hammer steel of the very best quality. They are hand ground and polished to a high finish. They are carefully tempered and temper is drawn to a toughness that enables them to stand very severe usage.

HANDLES—The handles are made of choice, young, second growth hickory and driven with a view to giving the tool a perfect hang and balance.



HAVE YOU FORGOTTEN

That with every box of "Diamond Edge" goods is packed a slip of paper containing "selling hints for retail clerks?" The above advertisement is copied from our hammer hints. These hints not only post clerks on the talking points of the goods, but they are excellent for a retail merchant to use in getting up his advertisements. All the quality selling dope is on these slips. Just one of our original thots that is being imitated more or less by some one of our dear friends among the manufacturers. It's all right, we are not complaining—our main effort in life is simply to add something to the thought of the world.



DIAMOND EDGE AUTOMOBILE KNIFE

Usual trade discount

AUTOMOBILE SUNDRIES

We are adding a complete line of Automobile Sundries. Catalogue will be ready early in March. Write for it.

KEEP UP TO DATE.

Put in a line of automobile sundries. Get some of that easy automobile money that your neighbor is spending after having put a mortgage on his home. When he gets an automobile he won't have money to buy anything except accessories. He will never paint his house, he will never cut his lawn, he will never trim up his trees. He won't have either time or money after that new machine comes to town. Take my advice—get your share, but get it for eash—not on time.

M. K.



BICYCLE TIRES

THE TREAD—Real Rubber— Plenty of it—just where wear and tear get in their work. Then, too, the button-like Projections with which it is so thickly studded, make it as sure-footed as a tom-cat.

THE OUTER PLY of Extra Peavy Sea Island Cotton Special y Woven for Strength and Durability.

THE FIRST TREAD REIN-FORCEMENT—Heavily frictioned, is of such sturdy weave as to withstand all ordinary puncture dangers and fortifies the tread.

THE SECOND TREAD REIN-FORCEMENT — Saturated with Cohesive Cement, supplies additional strength to the tread, insuring its stability.

THE INNER PLY—Of coarse Duck Weave Cotton fabric thoroughly impregnated with high-grade friction cement.

THE TUBE—Of thick Rubber, mainly Up-river Para of which the finest Tires are made.

The Tread and the several Piles are successively built upon the tube, united by extra strong Friction and vulcanized into one Homogeneous Tire.





OUR AD MAN

has got it right this time. These are bleycle tires. Over in Europe last summer I noticed that they spell tires "tyres." Speaking of Europe reminds me that over there I saw a lot of bleycles with a little side attachment consisting of an extra wheel and seat for a lady. They skimmed along the fine reads without any trouble at all. I wonder if a contrivance of this kind wouldn't sell in this country. Then we could rig them up with Good Service non-skid tires and we would sell three tires instead of two, which would make an increase of fifty per cent of our business.



DIAMOND EDGE Always on Top

HEN visiting your State Hardware Convention, look for the Dynam Edge Top—it guides you to the Diamond Edge Headquarters, where you will be welcomed by our representatives and shown the latest in DIAMOND EDGE Tools.

THIS DIAMOND EDGE TOP

Doesn't look like much in the above cut. It is six feet high and is revolved rapidly by an electric motor concealed under the base. It is an interesting piece of mechanism. The colors are yellow and black. It was used at a number of retail hardware conventions to advertise goods that bear the "quality pledge." Just one of our original thots. But this cut certainly does not do the top justice. In future it will adorn our sample room—the lightest, cleanest, quitetest sample room in the world—on our eighth floor—100 feet above the street.

M. K.





NAME REGISTERED

A MONTHLY MAGAZINE FOR HARDWARE BOSSES AND THEIR CLERKS

Vol. V

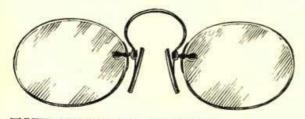
FEBRUARY, 1912

No. 1

Address all Communications to MIKE KINNEY, Teamster and Editor c/o NORVELL-SHAPLEIGH HARDWARE CO. ST. LOUIS, U. S. A.

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THE POWER & SUGGESTION

An Essay by MIKE KINNEY, Teamster and Editor BOSTON.

A year ago I attended a banquet at Boston. A newspaper reporter distributed slips of paper and asked each of the guests to write one sentence

about Boston. Thinking of brown bread and the Brown Book of Boston and trying to be facetious, I wrote,

"I will leave Boston without a brown taste."

I thought this was rather bright, but my slip was returned to me with the request that I write another sentence, as the newspaper for which the sentence was desired was the Christian Science Monitor, and it was their rule never to write anything with a disagreeable suggestion.

At first I was just a little piqued, but on the train coming back to St. Louis I thought the matter over. On mature reflection I had to admit to myself that the recollection of a seal brown taste was not altogether an agreeable thought. I picked up a current daily paper on the train and glanced through the headings. I was struck with the fact that one-half of all the news was taken from the police courts. On the front page of a leading daily paper out of seven columns four headings at the top of the page were of a criminal nature. I went through this paper carefully and I found, as stated above, that one-half of the entire space in the paper was given up to sensational criminal news, one-fourth of all the paper to politics and only one-fourth to all other matters of human interest.

Here are some of the headings copied at random from that paper:

Taft warns Diaz; Mr. Lemon squeezed; Novelist Eggleston is dead; Bomb at pastor's door; Fears cow will buy liquor; Snobbery charge made; Derrick crushes child; Another monkey dinner; Bride-to-be falls to death in shaft; Ambassador Hill forced to resign; 150 lives lost in New York

factory fire; Pickpockets worked at fire; Father says son stole \$2,000.00; Denman Thompson dies; B. C. Barnes not man who entered Miss Hill's berth; Thaw's attorney arrested; Body hanging head down; Spain to suppress riots; Du Pont gets fat berth; Lazy father forced to work; Chinaman elopes with white girl; Courtmartial trying Hines; Roosevelt slaps at Lorimer Bereavement causes suicide.

I am not a Christian Scientist, but my observation of life leads me to believe in the tremendous power of good and evil suggestions. In my active business experience I have been brought into contact with people of all kinds and conditions, in all walks of life. In studying these people I have found that many were suffering more or less from mind troubles. By this I mean that even when the body was well, frequently the mind was sick. These people, instead of being happy, contented, thankful, and full of hope, instead of being loving and gentle, were full of fear, suspicion and bitterness. They dreaded troubles that never came to pass. Their minds were stirred to suspicion and hatred. They were discontented, melancholy, jealous, and absolutely blind to the good things in life. In fact, their minds were in a diseased condition. people needed mental treatment just as much as the sick needed medical treatment.

Now, I am convinced that the daily suggestions in the lives of these people working upon their minds have had a great deal to do with their unfortunate mental condition.

[&]quot;DIAMOND EDGE IS A QUALITY PLEDGE"

All of us are seeking happiness. We know that we can not all be successful as the world measures success. No one achieves all of his ambitions. We can not always live just where or how we want to live. We can not always have just the friends we want. Each one of us is, in a large measure, the slave of his environment. But there is one thing that we can do, and that we should do, and that is to strive to control our own minds. We can make an effort to rise superior to our surroundings. We can at least seek that greatest of all good gifts—contentment and tranquillity of mind.

All of us, whether consciously or unconsciously, show our belief in the power of suggestion. We try to make our homes suggestive of pleasant things. On our walls we place pictures that bring to us agreeable thoughts. We decorate our rooms in pleasing harmonies of color. In our large or small yards we cultivate grass and flowers. On our tables we have flowers to suggest the beautiful things of the world. In times of great joy, or of great sorrow, we send flowers to our friends. People of refinement pay attention to the suggestions of their dress and cultivate pleasant manners and all the amenities of life that go to make social intercourse agreeable.

We do not stop with our homes in this effort to surround ourselves with refined and beautiful suggestions. Even in our offices attention is given to the decoration

of our walls and to harmonious office furniture. In the offices of business houses and factories the pictures that are hung on the walls, even if they are only calendars or advertisements, are selected because of their agreeable suggestions.

The department and retail stores, fully realizing the value of suggestion as a commercial asset, just as far as possible are arranged in an attractive manner, thousands of dollars being spent for handsome fixtures, show cases and show window displays.

Automobiles are not only made sure and swift, but look at the money and care that is expended on making them objects of beauty as well. Retail houses who appeal to the refined trade of the city are careful to have handsome delivery wagons and beautiful horses. They know very well that such things suggest to the mind the character and standing of the store they represent.

Look at the advertisements in our magazines.

Do not most of them suggest beauty? In form, color and expression are they not agreeable? It is a poor advertising writer who does not appreciate the value of beauty and form in his advertisements.

In building not only our homes but our offices and factories we consider not only comfort and utility, but also



the suggestion of beauty. We want our homes to suggest that they are real homes. In our factories we break blank walls with brick arches. Even in the tenements we see a reaching out towards refinement in the tomato can on the window sill filled with the bright colors of the geranium.



We spend vast sums in beautiful public buildings libraries, parks and boulevards. In these parks and boulevards we place statues of distinguished men.

When a traveler goes to a beautiful city he has the thought that the inhabitants of this city are artistic and

æsthetic people. When there is no outward expression of art among a people then we expect to find them dull and sordid.

In our homes and in libraries we do not fail to appreciate books that are well illustrated and artistically bound. Nothing is more suggestive of refinement than a good collection of books.

These thoughts might be continued indefinitely. Everywhere and in all directions the people of high and low degree seem to be striving for more beauty and more refinement. When a really good, clean play comes to town, when it is well acted, the theatres are crowded. See Maud Adams, Billie Burke, John Drew, and others.

When the Symphony Society gives us an afternoon concert of really good music, see the house crowded to the walls with people.

When our Shaw's Garden is open on Sunday, see the thousands of people who go there to enjoy the refined suggestion of the flowers.

When there is a good collection of paintings on exhibition at the Art Gallery in the park, see the throngs who walk the long distance from the cars to look at the pictures.

But when the citizen amid all this effort towards beauty and refinement sits in his refined home amid beautiful surroundings, picks up his morning or afternoon paper, what does he find? His mind is immediately dragged through all the



evil suggestions of the day's criminal court record. The papers, not satisfied with going into the most harrowing details, go still further. To words they add illustrations from photographs and diagrams. Here are dotted lines showing where the murderer pursued his victim along the street. The spot where the victim fell is indicated by a star. Here is a reproduction of the bloody hand upon the wall. Every article of clothing found on the body of the victim is de-

scribed in detail. This description is not for identification, but to draw out the horrible story to satisfy the morbidly curious.

Not only do many of the daily papers of this country fill our minds with evil suggestions, but the space they give up to this kind of matter is taken away from other matter that would educate and be useful to the people.



Thousands of our inhabitants read nothing but the daily papers—the newspapers are their only school. If they digest everything in the average paper every day then fifty per cent of their thoughts must be given up to sensational and criminal news, about twenty-five per cent to politics, and only twenty-five per cent to history, science, music and art.

I do not advocate that even criminal news should be entirely suppressed, but I do lift my voice and enter my protest against the manner in which criminal news is featured. In my opinion, the proportion of criminal news to other news is all out of line—it is given entirely too much space.

Criminal news, telling the vivid story of the erring and unfortunate, is given without one touch of human sympathy, but on the other hand with a cold-blooded satirical pessimism that is revolting to every sensitive mind. There can be but one effect of such journalism—the hardening of the hearts of the people.

The exploitation of crime in all its hideous details surely leads to the education of more criminals. Every graphic account of a suicide causes more suicides.

When one realizes the great power of the daily press—its wonderful influence in the way of suggestion upon the minds of the people, we can not but think of the good that could be done by a daily press that would minimize the criminal—the evil—the ugly, and devote its columns more largely to that which is beautiful and good.

True, some papers in a feeble way have attempted this; there have been "family papers" exploited, but they have not even given the clean news in a satisfactory manner. In these days people will not be satisfied with matter a day late. I hope some day in every city to see the same enterprise and energy used in presenting a clean paper that is now devoted to criminal and sensational journalism.

Women seem to have a desire to take a hand in public affairs. What an opportunity they have here to defend their homes against unclean journalism. In such an effort they would have the sympathy and support of all right-thinking men. Throw out the unclean sheets in the same spirit that animated the Boston tea party.

I am not a Christian Scientist, but I do believe in the great power of daily suggestion in our lives. In this movement inaugurated by them for clean journalism, I am with them heart and hand.

Say, brother, take your daily paper and draw a blue pencil mark down every column of sensational, criminal and political news and then see just how much of your favorite paper is left.

There are a few of us who are not so terribly interested either in crime or politics. Isn't there something else worth while in life?

I will not, in this article, touch upon the inaccuracy of the daily press—of the manner in
which they stretch facts in order to make them
sensational—of how they violate the sanctity of
private life—of their methods of gathering news.
My plea is for clean journalism because the people want clean journalism. I am glad to endorse
this movement that has been put under way, as
I understand it, by our Christian Science friends
to give us clean journalism.

M. K.

"Teach a poor young man how to shave and you will add more happiness to his life than if you gave him a thousand guineas."

—Benjamin Franklin

CLEANER JOURNALISM

An Essay by MIKE KINNEY, Teamster and Editor

o with this number starts the fifth volume of my original thots. The Gimlet was born as a joke—it came into the world smiling.

Thanks to you, my dear reader, we still survive and still smile.

After four years our paid circulation and charity list amount to 50,000 subscribers. As each Gimlet is probably read by three persons, we now have a patient and long-suffering audience of some 150,000 members of the weak-minded fraternity.



There is really a great temptation for me to attempt to write some good stuff, but, fear not, we will stick to our first principles. Coming numbers of *The Gimlet* we promise will be worse than ever!

Much water has run over the dam in the past four years. Great and momentous changes have taken place in the world and in our national affairs. We live in a period of unrest—but fear not—unrest means thought. The people not only in ancient China, but all over the world are awakening. They are asking questions. Because

an institution is hoary with age is no longer prima facie evidence that it is either true or right.



Oldinstitutions must stand the X-ray of modern analysis or they must go into the ash heap of things that belong to a cobwebbed past.

But a humble teamster who dines out of a tin dinner pail with air-tight compartments for coffee and pie, only writes of ordinary people we meet

day by day. I sing to the common man and woman—the great and powerful are not for me.

Speaking of dinner pails, why doesn't some genius invent the *fireless dinner pail*. Just imagine opening your lunch bucket and finding everything piping hot. Here's a chance for a fortune.

This essay is written far from my shipping platform in a distant city. I'm sitting in a little inside—\$4.00 per day—with bath—hotel room. But how pleasantly quiet it is up here on the twelfth story. If I wanted to really rest—to get





away from the world—
I would not go into the
wilderness—I would lose
myself in a great hotel.
All of us at times have
felt like the psalmist
when he cried

"Oh, that I had wings like a dove, for then would I fly away, and be at rest."

Last April I wrote in *The Gimlet* a little article on "Suggestion." It was just thrown off carelessly. Imagine my surprise when I received dozens of letters from all parts of the country congratulating me on that little article.

Recently the Christian Scientists had a great meeting in St. Louis—there were almost 2,000 persons present. The meeting was to advance the cause of "Clean Journalism." On account of my little essay on "Suggestion," I was asked to speak. They made a mistake. I spoke very poorly. The great auditorium and the hundreds of up-turned faces drove all my ideas out of my head. Just try it yourself.

But in this Gimlet I want to square myself. To a larger audience—to 150,000 readers I want to chat on what I consider one of the most important educational subjects of this generation—"CLEAN JOURNALISM."



As a nation we are the greatest readers in the world. See our street cars and trains—everybody reading a paper. We read at breakfast—we read after dinner—we read all day Sundays. You do not see such reading in Europe.

The influence of the daily press upon the minds of our people can hardly be estimated. The press more than the pulpit is to-day creating our national standards of thought, and naturally our actions, because thought is simply the electric current that puts our human machinery into motion.

Nothing whatever is left to the imagination in criminal daily news. The dullest and most ignorant—even we of the weak-minded—can not help but understand. The most innocent boy or girl can not help but become educated in the university of crime if they but read our daily papers.

What is the natural and to be expected result of this daily criminal suggestion that is filling the minds of our people?

We are the most unlawful civilized people in the



There are more murders in the United States, in proportion to our population, than in any other civilized country.

More murderers are lynched or executed outside of the law than by due legal process.

When brought to trial fewer murderers are punished than in any other country on earth.

Based on our standards of morality there is more immorality in the United States than among any civilized or uncivilized people in the world.

In our large cities, every winter, there are waves of crime, highway robberies, etc., that would put the footpads of the dark ages to blush.

I might continue the list, but it is a waste of space. We all know these things to be true. But the truth is we do not care. Familiarity with death and crime in the daily press is dulling our finer feelings. We Americans are, in a sense, desperadoes. We take a chance. We care little for human life or human reputations. All we care is that we ourselves escape. If our turn comes—

well then-kismet! It was so ordained. This is nothing but the philosophy of the western gun man.

M. K.



LIFE'S MIRROR

There are loyal hearts, there are spirits brave, There are souls that are pure and true; Then give to the world the best you have, And the best will come back to you.

Give love, and love to your life will flow, A strength in your utmost need; Have faith, and a score of hearts will show Their faith in your word and deed.

Give truth, and your gift will be paid in kind, And honor will honor meet; And a smile that is sweet will surely find A smile that is just as sweet.

For life is the mirror of king and slave, 'Tis just what we are and do: Then give to the world the best you have, And the best will come back to you.

-Madeline S. Bridges.

WHAT THE NEWSPAPER MAN ANSWERS

E give the people what they want. Sensational and criminal news sells our papers. Every paper that has made the effort to be clean has failed or has not made any money. When the people become educated to better things we will be glad to conduct cleaner newspapers. We must print the news.

We answer: In Europe there are great clean newspapers. They are supported by the people. Are we to believe that the people of Europe are cleaner-minded than our people?

In all our homes—big and little—rich and poor—we see an effort towards refinement. If our people are so coarse and unrefined why is this true? Why clean pictures instead of smutty ones?

In the establishment and use of libraries, in the greater call for clean, wholesome books, in the demand for more parks and playgrounds, better and cleaner streets and boulevards—do our people show they are morbid, criminal and decadent in their tastes and desires?

Would a newspaper man read all the polluted and criminal news to his innocent young daughter? If not, why does he send such news to the innocent children of other people? Will he maintain that the papers should only be read by adults?



If such news must be published why feature it with glowing headlines on front pages? Why not segregate criminal news as financial and sporting news is now placed, in separate sections. Then those who do not care for such

news could pass it over and destroy the criminal section before admitting the paper to their homes.

If the people are so corrupt, how do newspaper men account for the circulation, going into the millions, of clean weekly papers and monthly magazines? The growth of the magazine reading habit, in my opinion, is in itself a protest against the class of matter supplied by the daily press.

Is the daily newspaper man right in his estimate of what the people want?

Do you want criminal news in your home, for your children to read?

If you DO NOT then it's your duty to enter a strong, emphatic, clear, not to be misunderstood protest. Arrange "clean journalism" meetings in your town. Write your daily paper in no uncertain tone. Do it at once. We Americans are the most passive, long suffering people on earth. EXPRESS YOURSELF.

M. K.

A LITTLE ESSAY

Mailed to The Gimlet by a St. Louis Hardware Man

HAD left the car. They were all blockaded along the street. The motormen and conductors were congregating together, beating their hands and stamping their feet. and discussing the difficulty.

I was in a hurry. I had been delayed. The snow was falling and it was blowing, and bitterly biting cold.

At the corner of the street my eyes fell on a poor old man with a bundle of newspapers under his arm, and a stick in his poor benumbed hand. This poor old man was bowed over, and looked into space with eyes that seemed not to see. In a most absurd manner, that would have provoked laughter, but for the other and pitiful side of it, he was beating his feet and stick on the ground in a mark-time fashion, the motions downwards, then upwards and outwards. By these motions he had cleared away the snow in three little patches below him.

The sight was distressing.

Age, cold, want and poverty, with a last lingering effort to hold on and do something, remaining.

As I passed there flashed across my mind the question: Where, on this cold, bleak, biting morning, is the God who marks the sparrow's fall?

Has He overslept?

In a moment I heard myself answering. He is here! He is here! Not the God of the superstitious, but the real, ruthless God-the God Cause and Effect, working according to His immutable laws, and whose books always balance.

For a moment wasted He calls for a reckoning. For an opportunity lost—a penalty.

For an act of weakness—another of greater strength.

Honesty, truth, right, wrong, justice, mercy, are all relative terms, and need their setting to be understood-to be defined.

Why "the intelligent order of things?"

There is no intelligent order of things. The intelligence is in the adjustment to the order of things.

To the wood pile, boys, to the wood pile.

"Those who inherit Empires have others shave them-those who create Empires shave themselves."

-Naboleon Bonaparte

BLUE DIAMOND Enameled Ware is mottled blue and white, Tis the pride of every housewife and is made exactly right; Sanitary, modern and the kind cooks like to use. Distinctive in its coloring of white and softest blues.

-Floury Bill, Poet of the Ozarks.

KINNEYISMS

"At the approach of Valentine Day last year I offered a prize of \$5 to the little boys of my Sunday-school class for the best short love story. I have one of the stories here, and I am going to read it to you."

Mr. McWade then read:

"A poor man fell in love with a lady whose mother was a rich toy dealer.

"The poor man could not marry the rich lady because he had no money.

"A villain then offered him \$50 if he would become a drunkard.

"The poor man wanted the money to get married with, so he agreed; but when he got to the beer saloon he said:

"No, I will not become a drunkard, even for great riches.

"'On the way home he found a bag of gold. So the young lady married him. It was a splendid wedding and the next day they had twins.'"

"Moral: Virtue is its own reward."

The best men in the community will never aspire to the minor political positions until the press and public praise them for doing their duty. The press to-day go on the theory that a man is expected to do his duty. They seldom praise, and devote most of their work to seeking causes for censure.

There is no great respect for the management of any business without a dash of fear of that management.

A correspondent writes, "Which is the proper attitude for a fisherman, standing or sitting?" Neither, innocent one; lying is the only position in which he feels entirely at home.

THE ROAD TO SUCCESS

The road to success leads out of the woods,

It's easy to find by taking a look;

The merchant who knows it is never short goods,

The secret is found in the DAMOND EDGE book.

—Floury Bill, Poet of the Ozarks



A PERPETUAL CATALOGUE

The Latest Idea!!

The Last Word!!



OW to keep a customer's large hardware catalogue posted up to date?

That was the problem.

Here is how we solved this problem;

We sent every customer one of our loose leaf

— solidly bound — catalogues with complete selling descriptions on every line of goods.

NOW, we have revised and brought the first department of that catalogue—the tool section—down to the minute. Every new tool, every new list, every change, every alteration is in this new section. All you have to do is to call for the "New Tool Section" on your next order by salesman or by mail—and it will be packed with your goods. When received all you have to do is to open the loose leaf binder—take out and destroy the old tool section—and insert the NEW. Just as simple as rolling off a log.

Now, listen! We will go right ahead revising other sections. As they come out you insert them. Presto! You have a PERPETUAL CATALOGUE. No other system we know or ever heard of will approach this for keeping our customers' catalogues up to date.

keeping our customers' catalogues up to date.

We are sure you will like this original idea. It is one of our family of "original thots."

DON'T YOU SEE as the system works your catalogue is being posted and in course of evolution all the time. Every day we are at work posting your book.

ALL IT NEEDS is a little co-operation between you

and ourselves.

We have not changed the form of our catalogue at all. There will be the same distinct cuts, clear type, good paper, and "selling descriptions."

Just ready! This is first announcement.

CATALOGUE DEPARTMENT

TRY A SMILE

In your journey through the years
Use a smile.
It will weave a hope from fears,
Will a smile.
There's a power that somehow brings
To the heart that ever sings
All the old world's goodly things—
It's a smile.

If the clouds o'ercast the sky
Use a smile.
They will vanish by and by
With a smile.
Though the world with woe seems rife,
You can challenge all the strife
That comes creeping into life
With a smile.

If the world seems upside down,
Use a smile.

For it won't help things to frown,
Try a smile.

There's a hope that stays to bless,
You can win the sweet caress
Of the fickle god, Success
With a smile.

If you think you've missed the mark,
Use a smile,
And your life seems in the dark,
Why, just smile.
Don't give up in any fight,
There's a coming day that's bright,
There's a dawn beyond the night
If you smile.

-Harry T. Fee.



Electric Store Sign of WALLBRUNN, KLING & SCHNEE, CHICAGO, ILL. This firm handles a full line of Diamond Edge Tools and Cutlery.



STORE OF L. W. BOWDEN, RALEIGH, N. C. Mr. Bowden is an enthusiastic Diamond Edge Dealer.

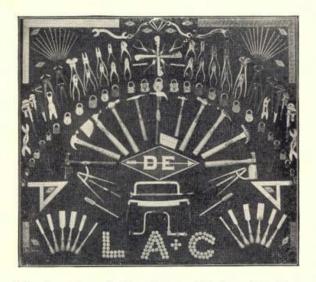
OUR OWN

If I had known in the morning
How wearily all the day
The words unkind
Would trouble my mind,
I said when you went away,
I had been more careful, darling,
Nor given you needless pain;
But we vex "our own"
With look and tone
We might never take back again.

For though in the quiet evening
You may give me the kiss of peace,
Yet well it might be
That never for me
The pain of the heart should cease.
How many go forth in the morning
Who never come home at night;
And hearts have been broken
For harsh words spoken
That sorrow can ne'er set right.

We have careful thought for the stranger
And smiles for the sometime guest,
But oft for "our own"
The bitter tone,
Though we love our own the best.
Ah, lip with the curve impatient;
Ah, brow with that look of scorn,
'Twere a cruel fate
Were the night too late
To undo the work of the morn.

-Margaret Sangster.



Display Board for Show Window Display

II II II II Made by II II II

R. B. Cordell, Manager of the Hardware Department of

LANGEMAK-AXTELL-CALKINS CO.

Evansville, Wis.

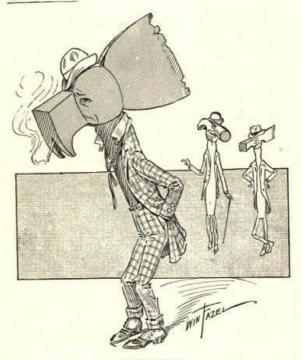
TO-MORROW.

My friend, have you heard of the town of Yawn,
On the banks of the River Slow,
Where blooms the Wait-a-while flower fair,
And the Some-time-or-other scents the air.
And the soft Go-easys grow?

It lies in the valley of What's-the-use,
In the province of Let-her-slide;
That old "tired feeling" is native there—
It's the home of the listless I-don't-care—
Where the Put-it-offs abide.

The Put-it-offs smile when asked to pay up,
And they say "We'll do it to-morrow;"
And so they delay from day unto day,
Till death sidles up and steals them away,
And the creditors beg, steal, or borrow.

-Co-operator.



KNOCKERS.

"What's the matter with Hatchet?"
"He's lost his edge from hitting too many coffin nails lately."

Look Ahead!

KEEP to broad sure lines, and study them to be certain that they are correct ones. Watch the natural operations of trade, and keep within them. Don't waste your effort on a thing which ends in a petty triumph unless you are satisfied with a life of petty success. Be sure that before you go into an enterprise you see your way clear to stay through to a successful end. Look ahead!

- John D. Rockefeller

[&]quot;DIAMOND EDGE IS A QUALITY PLEDGE"



In answering these want ads, address THE GIMLET, except where special address is given.

FOR SALE.

Good stock of hardware in Iowa town—all clean stock—building 30x90 feet. Good basement. Will sell or rent building. Good opportunity for party wanting an established business where he can make money.

Stock of hardware invoicing about \$6,000.00, in South Central South Dakota. Store started 7 years ago and stock all new and first class. Up-to-date fixtures. Only tin shop in the town. One other hardware stock. Best location in town and good reasons for selling. A bargain for cash.

\$3,600.00 stock of hardware, paints, oils, glass and enameled ware, etc., in St. Louis, located in the West End. Rental, \$47.50 per month. Good reasons for selling.

\$3,000.00 to \$4,000.00 stock of hardware and implements with corner lot and improvements in a town of 1,200 people, located in Southern Colorado. Good farming. Will sell right for cash.

In an Illinois town of 3,000 inhabitants, stock of hardware which will invoice between \$7,500.00 and \$8,000.00. Will trade for good farm or sell for cash. Reason for selling, ill health.

\$5,000.00 stock of hardware, etc., in Southeastern Missouri. Doing a good business, but want to retire,

\$7,000.00 stock of hardware, etc., in one of the best towns in Washington, of 12,000 inhabitants. Fixtures valued at \$1,500.00. Good opening for a good live hardware man with ten to twelve thousand dollars.

\$21,000.00 stock of hardware, buggies, wagons, stoves, furniture, in a good Kansas town. Building worth \$9,000.00; two-story brick. Terms, cash and good notes for any unpaid. An excellent proposition and a money-making stock.

\$15,000.00 stock of hardware, furniture, undertaking goods, implements, buggies, wagons, etc., in Oklahoma town of 300 inhabitants. Cash only. Parties own building, 50x90 feet. Two warehouses, Only hardware store in town, Located in first class German community. Annual sales, \$36,000.00. Reason for selling, parties desire to retire from business.

\$12,000.00 stock of hardware, in Eastern Nebraska town. Annual business, \$40,000.00. No trades considered.

In answering these want ads, address THE GIMLET, except where special address is given.

FOR SALE-Continued.

\$5,000.00 to \$6,000.00 stock of hardware, in Nebraska town of 1,500 people. Surrounded by very rich and prosperous farming country. Good man could increase the business materially.

One hundred and fifty hardware shelf boxes, assorted sizes. Will sell cheap,

A bargain. McCasky account register-420-account. Good condition.

FOR EXCHANGE.

300 acres in Clarke County, Iowa, 7 miles from Osceola; 150 acres in cultivation. 7-room house with cellar. 3 good wells. All in good repair. Will exchange for a hardware stock. Iowa preferred.

160 acres at Maxwell, N. Mex. All fenced and in cultivation. Plenty of water for irrigation. Small house, barns, wells, drinking and stock water. Small orchard. All level and under high state of cultivation and irrigation. Price, \$20,000.00. Incumbrance \$2,500.00, runs three years. Wants good stock of hardware in a good town for equity or if stock is large, will put in good income property to make up balance.

Two (eight-room each) brick residences, modern in every respect. On one of the best residence streets in Denver, Col. Price, \$10,000.00; mortgaged for \$2,500.00, runs three years, at 6 per cent. Rents for \$612.00 per year.

PARTNER WANTED.

Party in Indiana, with about a \$10,000.00 stock of hardware, wants to sell half interest, as he has other business he wants to give his attention to and desires a party to take an active interest.

HELP WANTED.

Iowa hardware concern desires good plumber, one who can do some tin work, such as roofing, spouting, mending, etc.

Illinois hardware merchant desires a good tinner. Also experience in plumbing work. Steady job the year round for right party.

In answering these want ads, address THE GIMLET, except where special address is given.

HELP WANTED-Continued.

Hardware firm doing strictly hardware business in Kentucky city of 25,000, a retail hardware salesman who has city builders' hardware experience—one who can read plans. One who has knowledge of drafting preferred. None but sober, first class men need apply.

Experienced man in the Variety Store business, who can dress windows, wait on the trade, etc. Must be honest, sober and neat. This store carries \$25,000.00 stock and will pay good wages for the right party. State experience and salary expected.

POSITION WANTED.

Young man with good education, temperate, good mixer, desires partnership position with some Western hardware firm. Will make a small investment and increase in monthly payments. Good references.

Dear Mike:

Two men I watched a-cutting grass, One sweat and tugged and swore; And cussed with fervent vigor The dealer who sold the mower.

The other man was never tired,
But laughed at his neighbor's slam;
And who can this jovial worker be?
Why! He's the Diamond Edge Mower Man.

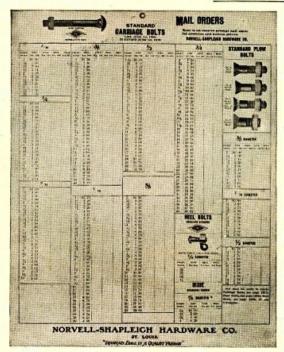
-The One Who Saw.

IN DESPERATE STRAITS

"What do you think of a man with a rip in his coat, and only three buttons on his vest?"

"He should either get married or divorced."

—Boston Transcript.



STANDARD HARDWARE LISTS

The above is a picture of one of our Standard Hardware lists.

have in stock for prompt shipment— Carriage Bolt Lists Machine Bolt Lists Lag Screw Lists Iron Wood Screw Lists Brass Wood Screw Lists

They are Mounted on Heavy Cardboard with Brass Eyelets. Have space left for Cost and Selling Prices.

These lists we furnish to our customers Free of Charge upon

Request. Packed only with orders



To describe the manufacture of Juniata Horse Shoes is to write the history of iron and steel making, thus showing the results of ages of experience as embodied in these good Shoes.

This experience is first brought to bear in digging the ore from the ground, and then follows through the furnaces, and the many operations of shaping, to the finished shoe. Each process is under the keen eye and is guided by the hands of painstaking and highly skilled men, whose lives have been spent each in his particular line of work.

The united result, up to the time we offer for sale the finished keg of shoes, is that of the highest and best that good workmen can produce.

Made of Steel or Iron, in Standard Sizes and Patterns, adapted to both city and country use.



Your customers want roofing they know about. That means they want

Genasco

the Trinidad-Lake-Asphalt Roofing

They know about Genasco because it is advertised extensively in the leading magazines and agricultural papers; and they know still more about it because we are not afraid to tell them what it is made of—genuine Trinidad Lake asphalt. There's money in Genasco for you.

The Kant-leak Kleet (packed with Genasco in the roll) prevents nail-leaks and keeps seams water-tight without cement. Write for full information and samples.

Barber Asphalt Co., Maurer, N. J.



There were more DISSTON SAWS, TOOLS and FILES sold and used last year than ever before—

And we predict, with all positiveness, the demand will be still greater this season.

Quality Jells

HENRY DISSTON & SONS

INCORPORATED

KEYSTONE SAW, TOOL, STEEL and FILE WORKS

PHILADELPHIA

1802

Stock IPINT Goods

1912

- ¶ Put Du Pont goods in stock because there is a steady and increasing sale for them.
- Thousands of men and women are resorting to Trap Shooting because it is a fascinating and healthful pastime.
- ¶ "Farming with Du Pont Dynamite" is causing thousands of up-to-date farmers to try this newest and cheapest labor-saving agency—another proof that Du Pont advertising makes quick sales for Du Pont dealers.
- ¶ Take advantage of these advertising campaigns. Make your store the headquarters for all Du Pont goods.
- ¶ Ask Department 13 for Dealer's Circular and get posted on Du Pont plans.

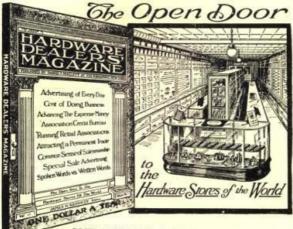
E. I. du Pont de Nemours Powder Co.

Established 1802

Wilmington, Del.

MIKE KINNEY SAYS:

"I read the Hardware Dealers' Magazine each month with great interest—it's good stuff."



ONE DOLLAR A YEAR

2500 PAGES 3200 ILLUSTRATIONS

ONE MONTH TRIAL COUPON

Hardware Dealers' Magazine, 253 Broadway, New York:

Send One Month for the enclosed Ten Cents.

Name	P*************************************	 	
Address		 	



O all "Gimlet" readers, teamsters, clerks and bosses who are the dealers and the fellows who reap the profit when you hand your customer the right goods, we would submit this little essay for your careful consideration, hoping that you may receive some benefit from the suggestions we offer, and knowing that you are always interested in the welfare of your store.

First, we would question you thus: Do you carry a full line of Stanley Hardware? Do you hand your customer the best? The kind that satisfies him and gets his future business? When a customer wants anything in the hinge line, just show him Stanley's, tell him their good points once, you only have to tell him once, he will come back sure.

Now then, here is the proposition that should convince you that Stanley Hardware is the standard the world over. We have been manufacturers of high grade butts, strap and tee-hinges, shelf-brackets, door-bolts, etc., for more than half a century, and all this time we have been improving our product by taking advantage of every new method of manufacturing. Our goods are packed and labeled with the idea of making them easy for the dealer and his clerks to handle and not keep his customer waiting.

And we protect you from being imposed upon with goods of inferior quality, with the Stanley trade-mark, which is the guarantee of quality and is printed on the labels and stamped on the goods.

So next time your jobber's salesman comes into your store if he should try to pass off goods of inferior make, just tell him you want Stanley's. He'll write up your order mighty quick, for if he represents one of the leading jobbers, they carry Stanley's, even if they do have some of the others on their shelves to get off on the unwise.

THE STANLEY WORKS

New York New Britain, Conn. Chicago

Modernisms in Shells

HOW often have you cut open a Shell and critically examined it? The cuts below show the difference of construction between THE BLACK SHELLS and the other kind.

Note our One-Piece Brass Head, which does away with a separate Battery Cup with its resulting crevices for the leakage of explosion gases. The more metal you can get behind an explosion of nitro-powder the greater your peace of mind.



(IS) Way. Note the Large Size Flash Passage and Solid Brass.



The Other Way. With Battery Cup and Small Flash Passage.

Note the Extra Large Flash Passage through which the flame of the (S) Primer reaches the powder. A large opening means instantaneous ignition. The smaller the opening the slower and more uncertain the ignition. Note relative sizes of Flash Passages above.

Our Non-Mercuric Primer is without doubt the greatest improvement in Shot Gun Ammunition since the invention of the paper cartridge case. It substitutes for the usual ground glass and mercury a chemical combination producing a much hotter flame and more uniform results; hence the quick certainty of ignition so necessary at the traps and in the field.



America 1912 Model



HE want list winked and smiled. "More America Alarms? Shucks, order a case and get your name on them" Most deal-

ers buy Americas in 48 lots with their name printed on. It's a great ad that costs them nothing but always pays them big. Be sure you get Americas.

Western Clock Company

La Salle, Illinois



A HARDWARE CATALOGUE

IS AN EXPERIENCED SALESMAN THAT
REQUIRES NO SALARY AND
NO TRAVELING EXPENSE!

THE initial cost is small, considering the service to be derived, and many of the large wholesale haudware houses have found a complete, illustrated catalogue an indispensable adjunct to their business. Even where salesmen are employed, the catalogue left with a good customer is "on the job" all the time, and enables the retail merchant to order intelligently in the absence of the salesman.

OW, we have exceptional facilities for compiling and publishing hardware catalogues, having had considerable actual experience in such work, having published many large ones, and we are now compiling one for a hardware jobber of national reputation.

LISTEN! We can be of service to you, and therefore earnestly solicit your patronage. All letters of inquiry promptly and fully answered.

WOODWARD & TIERNAN PRINTING COMPANY

SAINT LOUIS

THE LARGEST ESTABLISHMENT OF ITS KIND IN AMERICA

ARTISTS

ENGRAVERS

BINDERS

TO THE SUFFRAGETTE

When the last word has been written and printed and read,

And the last vial of feminine wrath has been carefully poured on his head;

We shall rest, and faith we shall need to-

At least for a moment or two,

Till this deadliest female of the species Finds something more deadly to do.

-Kipling scrambled

